About The Colorado Trust
The Colorado Trust is a statewide, private philanthropic foundation committed to advancing the health and well-being of all Coloradans. Our vision is that all Coloradans have fair and equal opportunities to lead healthy, productive lives regardless of race, ethnicity, income or where we live.

We partner with people and organizations across Colorado that are working to make positive changes in their communities. We provide funding and other resources so that all people have the power to make decisions that improve their lives and the lives of their neighbors.

The Colorado Trust believes local and statewide policies should have a positive impact on people’s well-being. We provide grants and support to organizations that advocate for policies that ensure all Coloradans live healthier lives. We work side by side with grantees and community members to ensure grants are solution-based and effective.

Overview
The Colorado Trust invites proposals to redesign both the English and Spanish versions of its website, to continue to share the foundation's work and efforts with external audiences while utilizing current and emerging website functionalities and standards. The Colorado Trust's website is intended to provide information through ease of use and navigation; have a design and layout that highlights information in a creative, appealing way to diverse audiences; communicates information in a variety of formats; and be fully accessible, particularly on mobile platforms.

Considerations
This project will not include tangible changes to website content, and minimal changes to the site page map. The primary goal is to change the look, feel and use of the website, with improved functionality and navigability where needed.

Please note that The Colorado Trust’s Spanish website is equivalent in content to the English website; in other words, the Spanish version is not a microsite. The Colorado Trust translates all of its content into Spanish.

Core audiences for the website include community members, grantee staff, other nonprofit staff, peer foundation staff, policy makers, members of the media, researchers and evaluators.

Deliverables
With guidance and assistance from The Colorado Trust’s Communications department staff, The Colorado Trust will contract with a website development agency to redesign the existing website.
(in both English and Spanish), including conceptualization with Colorado Trust input and proactive, ongoing recommendations for improved structure, navigation, design, functionality and interactivity.

Needs identified for the next iteration of our English and Spanish websites include:

- Upgrading the content management system to Drupal 8, with increased efficiency and control (e.g., managing inline styles, creating a toolbar for content boxes/blocks, and better differentiating back-end changes/additions between English and Spanish websites)
- New design elements, displays, fonts and colors, using The Trust’s brand standards
- A complete reimagining and redesign of the Newsroom section of the website, which houses hundreds of original stories, videos and more; possible changes include rebranding the page, and separating original content onto this new page separate from items such as events, media links, news releases, requests for proposals, etc.
- Strategically streamlining home page content, with a greater emphasis on The Colorado Trust’s original stories and content (both written and video)
- Better leveraging The Colorado Trust’s vast collection of original photography across the website
- Implementing a system to highlight requests for proposals or qualifications when posted to the website
- Ensuring accessibility for sight- and hearing-impaired visitors
- Improving navigability for lists, such as collapsible groupings on the Staff and Board of Trustees pages
- Maintaining, and enhancing if necessary, the searchable and downloadable Grants and Publications databases and their functionality
- Reimagining the layout and functionality of the Funding Areas page (the landing page that introduces all of The Colorado Trust’s core funding strategies)
- Maintaining the use of custom maps on the Community Partnerships and Health Equity Learning Series pages, enhancing the maps’ functionality if appropriate

This list is partial and should be considered a starting point for this project. The Colorado Trust welcomes and encourages other suggestions in submitted proposals.

**Eligibility**

This request for proposals is open to U.S.-based agencies, teams or individuals with significant and demonstrable experience in website development and design. Prior experience developing and designing websites for philanthropic foundations and/or nonprofit organizations is required.

As part of our continued commitment to diversity, equity and inclusion, The Colorado Trust encourages firms owned and/or led by people of color, women, people identifying as LGBTQIA+, people with disabilities or other historically marginalized populations to apply.

**Budget**

The Colorado Trust has allocated up to $150,000 for this project. Particular consideration will be given to agencies that are able to demonstrate successful completion of this project for less than the maximum budgeted amount.

This amount does not include ongoing website support and maintenance following the launch of the redesigned English and Spanish websites. Such support would be included in a separate contract agreement. The agency selected to complete the website redesign would ideally be able to provide post-launch website support for at least 12 months.
Proposal instructions and requirements
Proposals are due by the close of business on Wednesday, Oct. 14, 2020. They should be submitted via email to Rachel Mondragon, website & graphic design manager at The Colorado Trust.

Proposals should be submitted in a readily accessible file format of the applicant's choosing; The Colorado Trust prefers Adobe Acrobat, Microsoft Word or PowerPoint formats, but others are welcome. Proposals should not exceed 10 pages, and should include the following components:

- **Contact information:** Applicant(s) name, address, phone number, website, email address and primary point of contact.
- **Technical expertise:** Indicate the level of expertise that you or your team members possess in developing Drupal websites.
- **Related experience:** Please indicate the experience you or your team have related to the anticipated needs and functionality of The Colorado Trust's website, as outlined above.
- **Project management experience:** Provide a description of how the project would be managed working alongside The Colorado Trust and within the applicant's organization.
- **Project description:** Provide an overview of the approach you would employ to redesign the English and Spanish websites, and provide a process for ongoing technical assistance and support (e.g. service-level agreement, rates, etc.) as needed.
- **Project cost and timeline:** Provide a project cost range (upper and lower ends) and a potential timeline for how long the project would take to complete.
- **Related work:** Please briefly describe other, similar projects you have completed, along with links to work/website examples.

Timeline and selection
The Trust will review proposals and invite selected applicants to participate in interviews with The Colorado Trust's Communications department staff via video conferencing by the end of October. The goal is to select a firm by the first week of November, and begin the project as soon as possible thereafter, pending contractual agreements.

Selection will be based on qualifications, proposed solutions for The Trust's website, experience of the proposed team and the ability of the team to commit the human resources necessary to complete the project in the suggested time frame.

Questions
Please contact Rachel Mondragon via email or by telephone at (303) 837-1200.